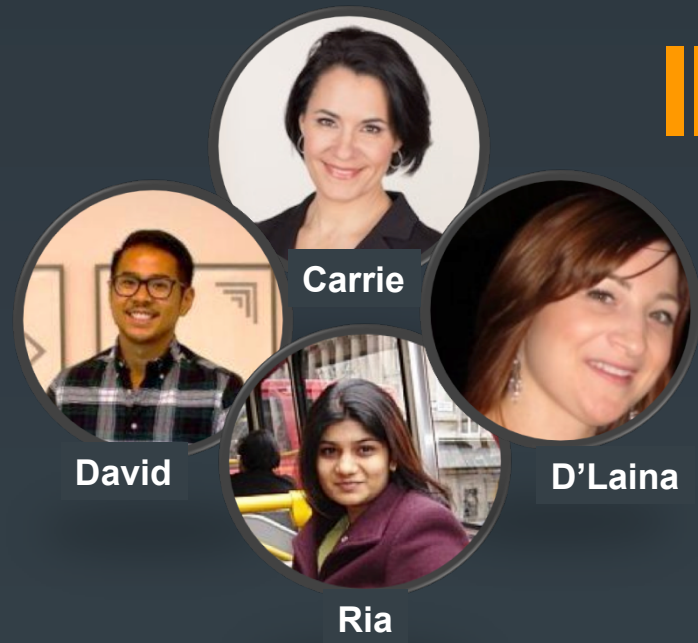




Team Presentation

UWSMC Winter 2013



Planning: Campaign Goals & Objectives



Increase visibility of UWSMC students in Seattle Social Media Community

Objectives:

- **Secure 39 new members**
- **Increase comments and activity by 20%**

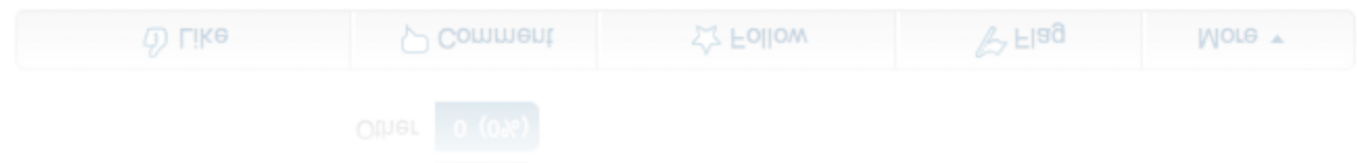
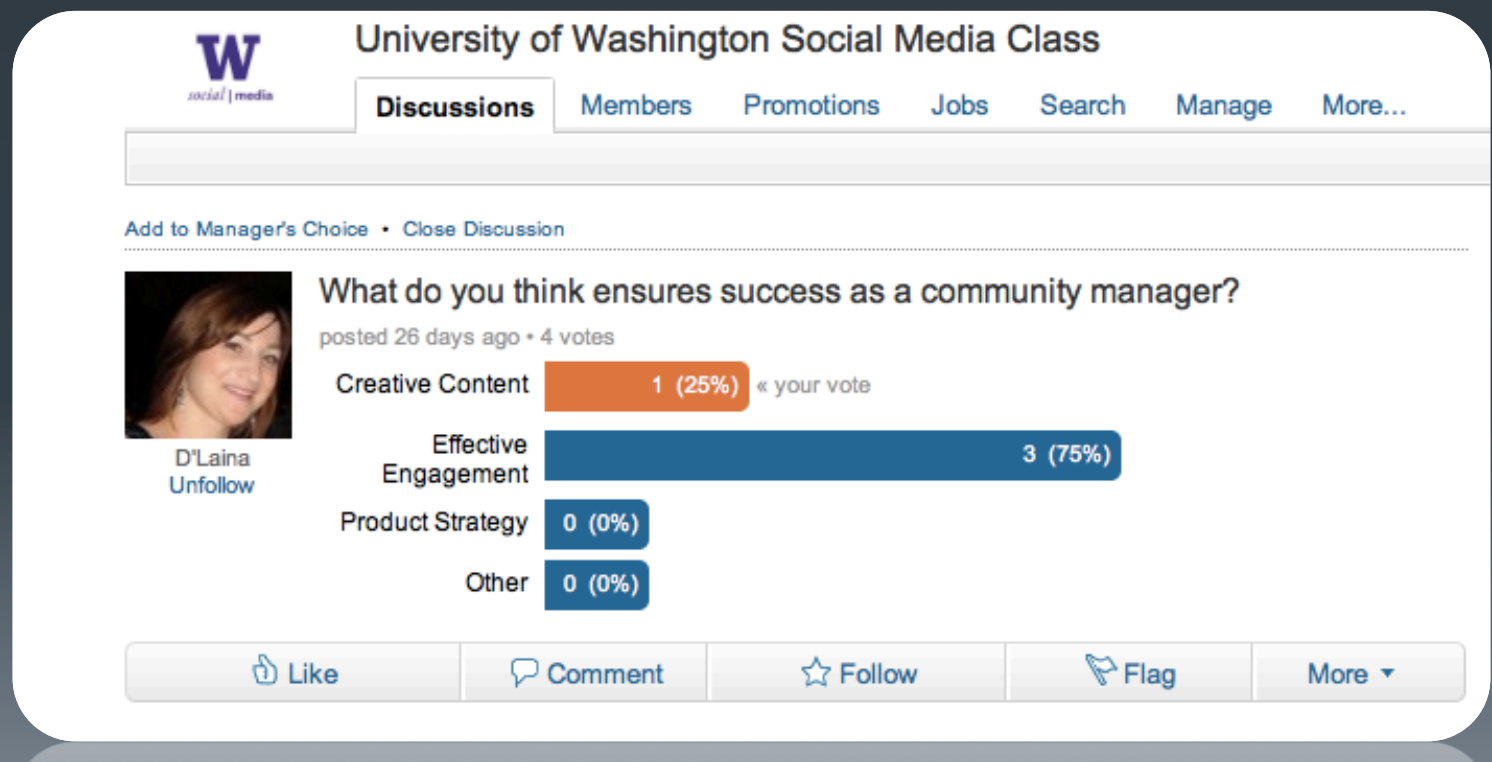
Position UW SMC Program and students as a hub of social media knowledge

Objectives:

- **Increase seniority level by 10% in manager category**
- **Increase industry level by 20% in social media/marketing**

Execution

Team LinkedIn had the most success with interactive polls... each poll generated between 50%-75%



Beyond sharing



Anyone tracking the debate?

What do you think of Marissa Mayer's recent announcement to a portion of the Yahoo! workforce that they need to "huddle" to make work happen?

Share your thoughts here.



7 days ago

Yahoo! Begs Marissa Mayer's Servant Leadership [linkedin.com](#)

If you haven't heard about Yahoo! CEO Marissa Mayer's ban on working from home, you've been "sleeping on the job" - whether you're 'telecommuting'...

Like

Comment

Unfollow

Flag

More ▾

David Nguyen, CPA likes this

3 comments



D'Laina
Unfollow

D'Laina Boynton • I do believe that face to face meetings do help work productivity. However, I don't believe that it is a requirement. My prediction for the future is that a higher percentage of the work-force will work remotely. I believe in the case of Yahoo Mayer is trying to save the company. She determined that requiring the work force to come into work - might help turn the company around.

6 days ago • Like • Reply privately • Delete

1



Ria
Unfollow

Ria Dutta Roy • I agree that spirited in person brainstorming leads to some of the best insights we could find. However, due to the advent of technology and it's close integration into our lives, I believe that productivity should only improve in today's day and age. Growing up in an Indian culture where work from home was not an option till a few recent years ago, I completely recognise the benefits of the perk. For the few who might misuse it should be handled appropriately. But it's more a question of company culture and employee integrity that needs to be sorted out at Yahoo. Should be interesting to see how this pans out.

5 days ago • Like

2

Unfollow

Ria
Unfollow



Job Posts =
Comments



Christin
Unfollow

Redfin is looking for a social media manager, let me know if you're interested!
<http://www.redfin.com/about/open-jobs?jvi=oGNTWfw2,Job>

Open Jobs | Redfin [redfin.com](#)

Careers at...

REDFIN.

posted 17 days ago

Christin Camacho 15 days ago • I love the culture here, everyone is just SO happy. We're looking for a full-time in-house candidate, who would be working closely with ... »

[See all 5 comments »](#)



Like

Comment

Unfollow

More ▾



Like

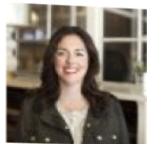
Comment

Unfollow

More ▾

[See all 5 comments »](#)

Invitations to local Social Media members led to participation and exposure



Caitlin
Unfollow

Thanks Carrie for inviting me to join your group! As a former UofW graduate & co-founder of a social media agency, I would be honored to...

posted 17 days ago

Jeriann Fisher 17 days ago • Thank you for your interest in our group. It's an amazing group with people from a wide range of backgrounds and we are all in social ... »

See all 5 comments »



Unlike



Comment



Unfollow

More ▾



Caitlin
Unfollow

People think LinkedIn is Facebook's dorky younger brother. I suggest you take a closer look. Are you using LinkedIn the way it's...
Here is the Admosis Media POV on LinkedIn:

2012 was a great year for LinkedIn. Membership grew to over 200 million, with significant ...
posted 10 days ago

Carrie Morris 10 days ago • Carrie likes this.

See more »



Unlike



Comment



Unfollow

More ▾



David
Unfollow

Get To Know Jeriann Fisher - A current UW Social Media Class Professional

Jeriann is a former customer relations professional with a strong background in writing. She's a regular contributor to our LinkedIn group providing insightful social media commentary and perspectives. Her ideal opportunity would be a position in corporate communications or related specialties; customer relations management, reputation management, crisis communication, copy writing and editing, or social media specialist.

Her plan for social media is for it to be a significant skill in her job search. Jeriann started a blog and says be on the look out for it next quarter.

You can find Jeriann on the following social profiles
LinkedIn - <http://www.linkedin.com/in/jeriannfisher>
Twitter @jalfisher

#UWSMC Student Profiles... spotlight moments!



Ria
Unfollow

Meet Jennifer Brookes – A current UW Social Media Professional

Jen has over 9 years' experience of demonstrated knowledge in strategic planning, development and implementation of global marketing communication programs.

In her current role as a Social Media Manager at Blue Nile, Jen is responsible for the huge follower growth and engagement potential at Pinterest where they engage and optimize content for what resonates with their audiences. She's seen success hosting several Pin to Win giveaways, often seeing engagement and follower growth metrics exceeded each time.

As part of her previous work as a Global PR Manager at Microsoft, Jen collaborated with marketing and product teams to orchestrate and drive the global PR strategy and tactical plan for the Xbox 360 console and accessory products increasing gross profits by 20% in Q1 of FY10.

"Jen is a creative, personable PR professional. She was a key connector with our PR agency, and executed complex programs, whether they were months in planning and executing, or happened quickly from idea inception to execution" says John Porcaro, Social Business Strategy Advisory Manager at PwC.

To find out more about Jen's accomplishments, network with her through her LinkedIn Profile.

[Jennifer Brookes](#) [linkedin.com](#)

View Jennifer Brookes's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Jennifer Brookes discover inside connections to recommended job candidates, industry...

LinkedIn Chat with Connie Rock on UW Social Media Class



D'Laina
Unfollow

We are honored to host our first LinkedIn Chat with Connie Rock, University of Washington's Extension Program in Social Media Technologies grad. She was hand-picked for our chat because of her knowledge in social media and is a current graduate student in UW Masters in Communication and Digital Media.

Thank you so much, Connie, for taking the time to answer some questions!
1 day ago

👍 Unlike

💬 Comment

★ Unfollow

🚩 Flag

More ▼

👍 You, Carrie Morris, David Nguyen, CPA like this

💬 18 comments

Tools & Measurement

Group Page

- Discussions, Polls, Membership, Promotions, Jobs, More (Statistics)
- Page format :Discussions, Manager's Choice, Latest Updates

Feature

MS Non-Profit Leadership - Master's in Non-Profit Leadership Online - Flexible Schedule, Accredited.

University of Washington Social Media Class

Discussions Members Promotions Jobs Search Manage More...

Take a minute to set up your open group for success.
Modify write permissions in Group Settings »
Edit your Group Rules »

Start: Discussion Poll

Start a discussion or share something with the group...

Your Activity

Choose Your View ▾ Show all RSS discussions ▾

Latest Discussions

Meet Jennifer Brookes – A current UW Social Media Professional
Jen has over 9 years' experience of demonstrated knowledge in strategic planning, development and implementation of global marketing ...
Jennifer Brookes linkedin.com
View Jennifer Brookes's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Jennifer Brookes discover inside connections to recommended job candidates, industry...
posted 1 hour ago

David Nguyen, CPA 4 minutes ago • David likes this.

See more »

Manager's Choice

LinkedIn Chat with Connie Rock on UW Social Media Class and UW Masters in Communication and Digital Media
D'Laina Boynton See all »

Latest Updates

David Nguyen, CPA likes this discussion by Jessica Rae (Williams)
Any Marketing bike geeks out there?
Like (1) • 4 minutes ago

David Nguyen, CPA likes this discussion by Eric Starker
I don't quite have the experience for this, but I'm sure someone here might. F5 is a great company.
Like (1) • 4 minutes ago

David Nguyen, CPA likes this discussion by Ria Dutta Roy
Meet Jennifer Brookes – A current UW Social Media Professional
Like (1) • 4 minutes ago

Sharing

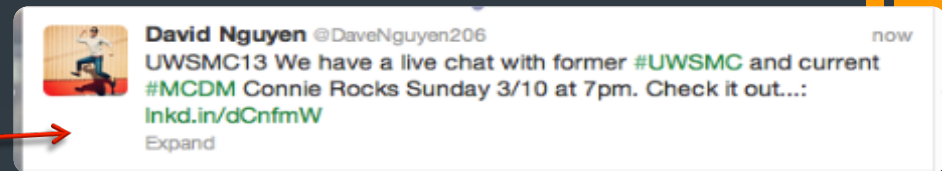
- LinkedIn Feed
- Twitter (no mentions)
- Email
 - To the members
 - Showcase important stuff
- Manual Shares
 - Twitter, FB, etc
 - Mentions, Pics

Mobile App

- Limited to home feed and notifications. No groups discussions.

Other tools

- Hootsuite, LinkedIn Ads, In Mail to make contacts, Facebook APIs, Wordpress, connect to outlook, Firefox/ Chrome Google toolbars, etc.



Analytics

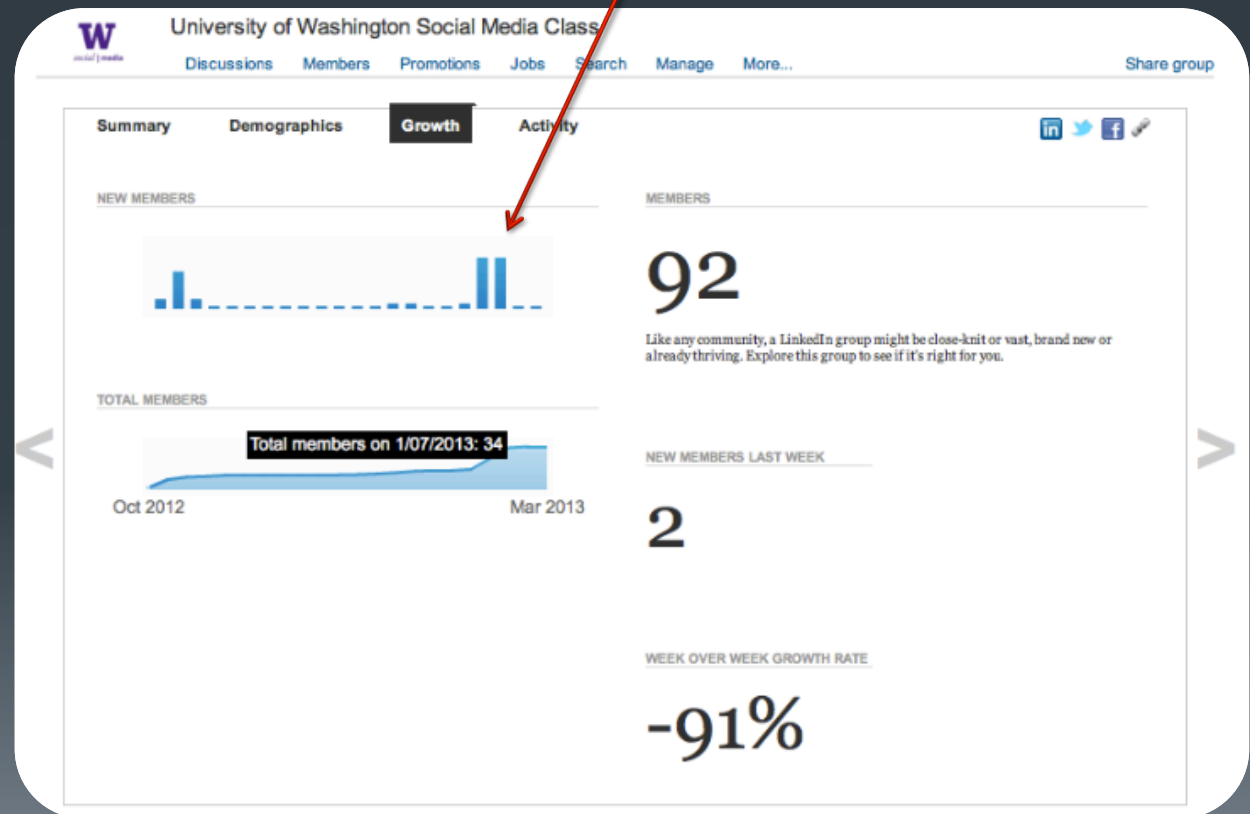
Outreach Strategy, Increased Discussions, Jobs

Week 2/18 – 18 New Members

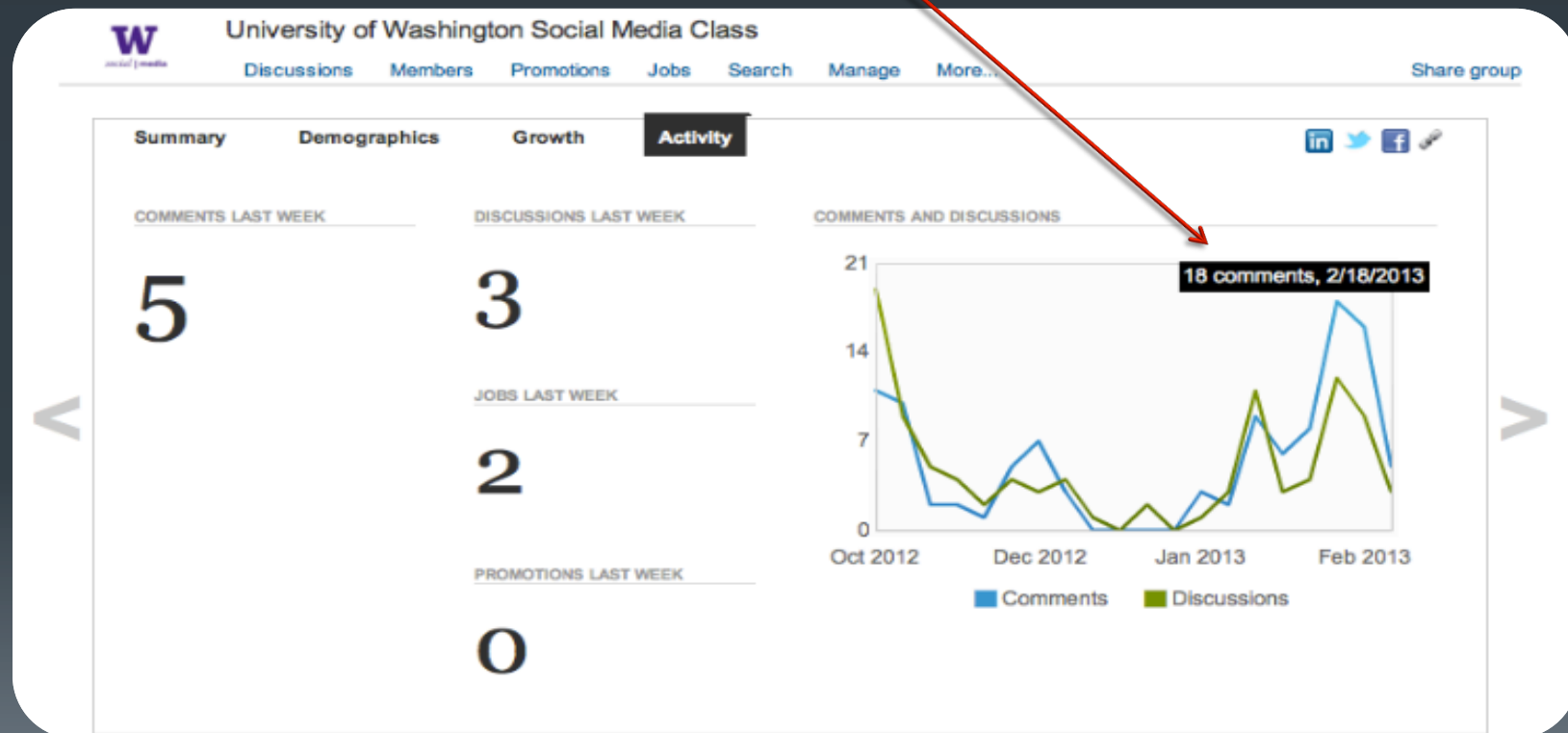
Week 2/25 – 18 New Members

Started 1/7/13 – 34 Members

Currently 3/10/13 – 92 Members



2/18 – Highest activity



Recommendations



1. Ensure your group goals are clear and precise
2. Lead your group by becoming one of its most active members. By being active in your own group and positioning yourself as the leader of your group, members will get to know and trust you. Do not expect your group to lead itself.
3. Use the Group Announcements Feature; you can send up to one announcement per week directly to the email inboxes of your members.
4. Group Name and Description; consider which keywords your target members will search for. Make sure your group name is clear and includes keywords.
5. Display the group in the Group Directory and on members' profiles.
6. Craft a compelling profile description along with objective of the groups purpose for new members to read upon joining.
7. Invite key influencers to the group and give them a stage for their platform; promote and amplify across other channels.
8. Just like any other social media channel, build out an editorial calendar early on to ensure your content is relevant and well thought out.